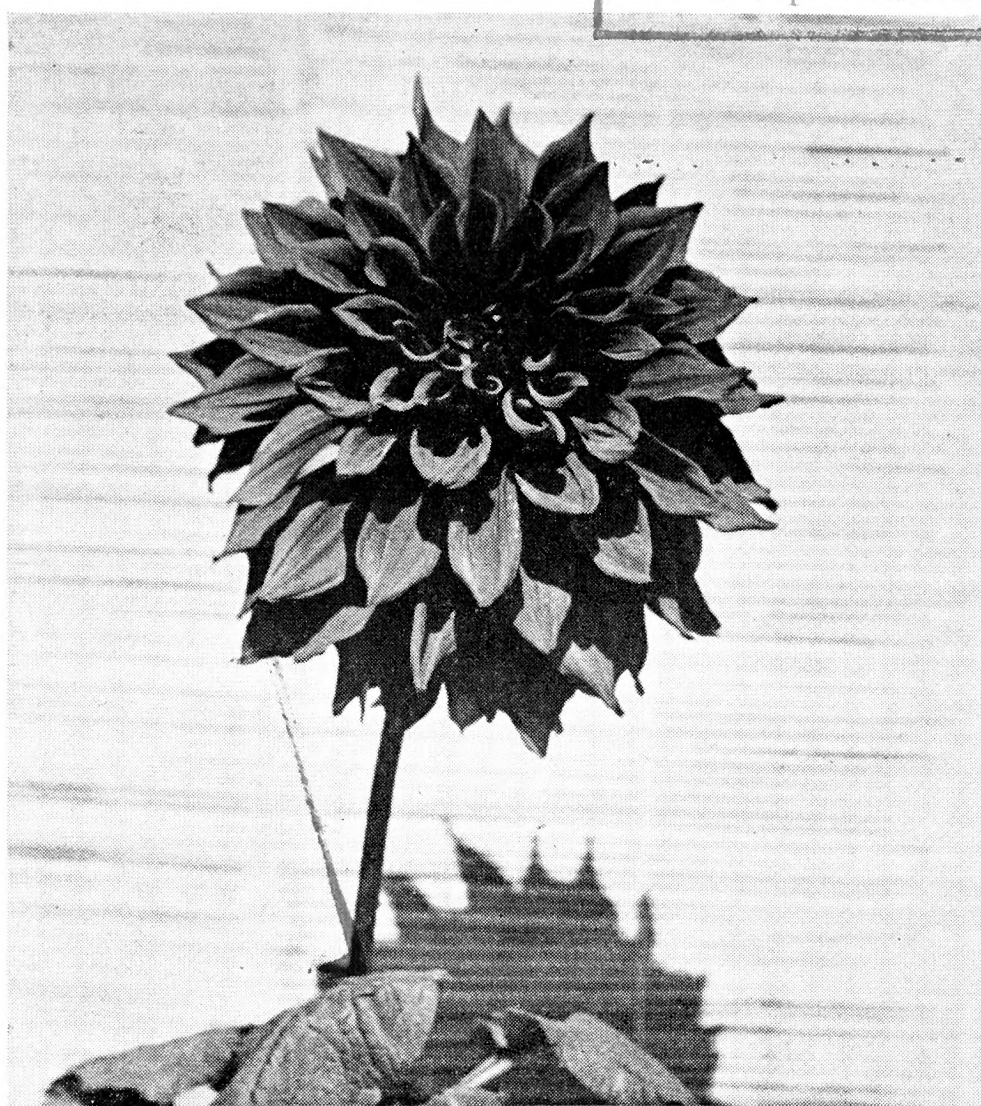


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"Deep Purple"

SPRING LIST, 1940

FINE DAHLIAS

from

STEPHENSON DAHLIA GARDENS

2318 Hill Street

SANTA MONICA, CALIFORNIA

Phone 618-34

G. F. Stephenson

I. M. Stephenson

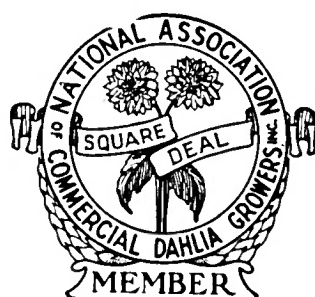
STEPHENSON DAHLIA GARDENS

2318 Hill Street
SANTA MONICA, CALIFORNIA
Phone S. M. 618-34



Eastern Representatives

RUSCHMOHR DAHLIA GARDENS
Rockville Centre, New York



SPECIAL AWARDS OF 1939

At the Inglewood Show we won the SWEEPSTAKES TROPHY, the BEST GENERAL, AND the MOST ARTISTIC display; the HOUSE BEAUTIFUL MEDAL with an entry of "MISS SANTA MONICA," the best collections of POMPONS, MINIATURES, CACTUS, and FOREIGN INTRODUCTIONS—23 Blue Ribbons in all.

At the Pomona Show we won the firsts for the best collections of DECORATIVES, CACTUS, MINIATURES, and POMPONS. We won for the MOST ARTISTIC DISPLAY and the PERPETUAL TROPHY. A most successful show season for us.



INFORMATION

ORDER EARLY—Which will insure the reservation of varieties that might be sold out later.

GUARANTEE—We guarantee safe delivery. We guarantee all roots to grow and be true to name, and will cheerfully replace any that fail, in either respect.

TIME OF SHIPMENT—Roots are ready for shipment after March 1. Plants are ready after April 15. All retail orders postpaid.

TERMS—Remittance with order, please. On retail orders for California delivery, 3 per cent should be added to the amount to comply with the Sales Tax Law.

HOW TO REACH THE GARDENS—Drive west on Pico Boulevard to 23rd Street, Santa Monica. Turn south two long blocks and two short ones to Hill Street; east to 2318. Located about a quarter mile west from the Douglas Aircraft Company and Clover Field.

Our 1940 Introduction

DEEP PURPLE (Illustrated on Front Cover)

Its name is its color. Probably the largest purple Formal Decorative in commerce. Awarded certificate at Storrs and East Lansing Trial Grounds, 1939. Is on the HONOR ROLLS. Blooms will average 12 inches with good depth on stiff stems, erect with flowers facing sideways. Dark leathery foliage.

Roots \$10.00 Net

Plants \$3.50 Each

3 Plants \$10.00



1940 Introductions

FROM THE RUSCHMOHR DAHLIA GARDENS

VICTORY—The long-looked-for Pink Formal Decorative

Blooms average 11 by 7 inches. Fine stem and foliage. Best Formal Decorative seedling in the Chicago Show (1938) and New York, Camden, and Rockville Centre Shows (1939). On the HONOR ROLLS.

Roots \$10.00 Net

Plants \$3.50

3 Plants \$10.00

NANCY ANN MITCHELL—Vivid Scarlet Cactus

Blooms in this locality from July to November. The brightest spot in the garden. Excellent for arrangements and for basket work. Stems hold flower erect. Good foliage. Scored 86 at East Lansing Trial Grounds.

Roots \$10.00 Net

Plants \$3.50

3 Plants \$10.00

PURP—Miniature Formal Decorative

A welcome addition to the limited purple color class in miniatures. Splendid for showing and for decoration. Blooms 2½ by 1½ inches with long stems. Profuse bloomer. Received certificate at Storrs this year.

Roots \$3.00

Plants \$1.00 Each

3 for \$2.50

PYRO—Collarette Type

Flame red with buff gold petaloids. This attractive combination strikes a new note in Collarettes. Winner in the open-to-all classes in New York and Rockville Centre Shows (1939).

Roots \$3.00

Plants \$1.00 Each

3 for \$2.50



New Outstanding Varieties

AMERICAN PURITY (J. Nuneviller)—S.C.

A true semi-cactus; pure white; huge blooms 10 to 14 inches; straight stems; Achievement Medal winner in 1936.

Roots \$2.00

Plants \$.75

BROOMALL'S PINK (Broomall)—S.C.

A true rose pink of excellent substance and with a velvety texture. Easily grown 10 inches with good depth. Stems and foliage good.

Roots \$2.00

Plants \$1.00

BURCH FORAKER (Terrace Gardens)—I.D.

Brilliant scarlet. Blooms 11 to 12 inches; good stems and foliage. Largest dahlia in the Inglewood Show.

Roots \$5.00 Plants \$2.00

BURGUNDY (Redfern)—I.D.

Color is a delightful shade of wine purple. Size 12 inches. Blooms on long, strong stems.

Roots \$1.50 Plants \$.75

CALIFORNIA PEACH (Ballay)—S.C.

Peach pink in color and a large flower, similar in form to Satan.

Roots \$2.00 Plants \$.75

CORONADO (Balley)—I.D.

Bright rose magenta. Very large in size and of excellent build and texture. It produces magnificent blooms early and freely.

Roots \$3.50 Plants \$1.50

CURLY LOCKS—I.D.

A huge flower of gold with apricot shadings.

Roots \$2.00 Plants \$.75

D'ARCY SAINSBURY (Australia)—F.D.

Creamy white.

Plants \$1.00

DIRECTOR CARL G. DAHL (Scott)—I.D.

Old rose and apricot.

Roots \$2.00 Plants \$.75

DIRECTOR PLUMCOCOQ (France)—F.D.

Gold and copper. A large flower of good formation. Has many wins to its credit on the continent.

Plants \$1.00

GENEVA SURPRISE (Geneva Gardens)—F.D.

Color orange cadmium blending to apricot yellow.

Roots \$5.00 Plants \$2.00

GRAND MARSHAL (Ballay)—S.C.

Reddish violet. A large dahlia of positive semi-cactus formation and with a very distinctive and quite different coloring.

Roots \$3.50 Plants \$1.50

GRAND MASTER (Creekside)—F.D.

A large deep flower. The color is bronze shading to orange at the center. Good stems.

Roots \$3.00 Plants \$1.00

GREAT EASTERN (Kemp)—I.D.

A large flower of autumn tints. Very pleasing.

Roots \$2.00 Plants \$1.00

GREATER GLORY (Salem)—S.C. to Cactus

A most artistic dahlia of deep rose color. Good, long, straight stems and the plant is a vigorous grower.

Roots \$3.00 Plants \$1.00

HILLSIDE SUNSET (Bissell)—I.D.

Autumn shade with a faint pencil line of red at the edge of each petal. Large blooms.

Roots \$5.00 Plants \$2.00

JOS. E. MITCHELL (Ruschmohr-Mitchell)—I.D.

Light autumn shade. A large flower with good substance and stems.

Roots \$5.00 Plants \$1.75

KATHRYN LOESCH (Geneva 1940)—F.D.

A true pink on long, slender, stiff stems, held well above the foliage. Blooms average 8 to 9 inches with good depth. This was a most admired dahlia in our gardens this past summer.

Roots \$10.00 Plants \$3.50

KATIE K. (Lakeside)—I.D.

A large clear pink on good stems. On two Honor Rolls.

Roots \$3.00 Plants \$1.00

KING ALFRED (Seal)—I.D.

Ruby red with a silver reverse. The flower is large and the form distinctive and beautiful. Habit of growth, foliage, and stem are all good.

Roots \$2.00 Plants \$.75

LANGELOTH (Ruschmohr)—I.D.

A striking bi-color of red and white, sharply contrasted. A 10-inch bloom on good stems.

Roots \$5.00 Plants \$1.75

LELAND STANFORD (Ballay)—I.D.

A glistening bright red that does not burn. Good substance and size with best of stems.

Roots \$2.00 Plants \$.75

LOIS WALCHER—I.D.

A bi-color of pansy purple tipped white. A 7-inch bloom of corresponding depth.

Roots \$5.00 Plants \$1.75

MANDALAY (Redfern)—S.C.

Brightest yellow with a formation that is DIFFERENT and most pleasing. Prolific bloomer.

Roots \$2.50 Plants \$1.00

MILTON J. CROSS—I.D.

An autumn shade dahlia; blooms are large and deep. A winner in 1935.

Roots \$2.00 Plants \$.75

MISS SANTA MONICA (Stephenson 1939)

A pure white cactus of medium size and with extra good substance. A free bloomer on the best of stems. A consistent winner.

Plants \$5.00 Plants \$1.50

MONARCH OF THE EAST (Almy)—F.D.

Bright golden apricot. Giant flowers on a robust plant.

Roots \$2.00 Plants \$.75

MRS. WM. S. KNUDSON (Dixie)—I.D.

A pure white flower and a most profuse bloomer. Strong, vigorous plants, and good stems.

Roots \$2.50 Plants \$.75

MURPHY'S MASTERPIECE—I.D.

Monster blooms of dark red shading to crimson; erect on good stems.

Plants only, \$1.00

"ONE-GRAND"—S.C.

Brilliant canary yellow color. An Honor Roll dahlia. A 12-inch bloom on the best of stems and a splendid keeper. Pronounced by growers who have visited the gardens, "The best commercial yellow to date."

Roots \$2.50 Plants \$.75

PEACE—I.D.

A large white with wavy petals. Pleasing.

Roots \$2.00 Plants \$.E5

PREMIER'S MAJESTIC (Premier)—I.D.

A large flower of a new and beautiful color combination. Gold, salmon, and mulberry. A profuse bloomer.

Roots \$4.00 Plants \$1.50

RITA WELLS (Ruschmohr)—I.D.

A large flower with stems strong enough to hold the flower just right. The color is grenadine pink and buff gold. A fine dahlia.

Roots \$7.50 Plants \$2.50

ROBERT L. RIPLEY (Salem Dahlia Gardens)—I.D.

Informal Decorative. Rhodamine purple with rose suffusions. Immense; has been grown 16 by 12 inches.

Roots \$2.50 Plants \$1.00

RUDOLF'S GIANT—I.D.

A much admired flower of bright buff apricot color.

Roots \$3.00 Plants \$1.00

SAN FRANCISCO (Ballay)—I.D.

Shrimp pink. This new giant of last year's introduction is as large as any dahlia grown. On last year's HONOR ROLLS.

Plants \$2.50

STEPHENSON'S GIANT—I.D.

An Informal Decorative of light primrose yellow. A giant flower in both diameter and depth.

Roots \$5.00 Plants \$2.50

S.O.S.—I.D.

A large bloom of magenta purple color. Much admired.

Roots \$2.50 Plants \$1.00

SUN RAYS (Straight-Ruschmohr)

12-inch blooms of buff with an apricot suffusion on extra long, stiff stems. Flower has great depth, with good substance and excellent keeping qualities.

Roots \$5.00 Plants \$1.75

WINDSOR COLONEL (Ruschmohr)—I.D.

Lemon yellow suffused scarlet, giving the effect of henna. Large flower of unusual coloring. Strong, erect stems.

Roots \$5.00 Plants \$1.75

YELLOW MARVEL—F.D.

A bi-color of lemon yellow tipped white. Very fine with good stems.

Plants \$.75



Dahlia Plants

We highly recommend our dahlia PLANTS. They are grown from base cuttings under a controlled temperature of 65 to 70 degrees. They are well hardened off before ready to be set out, and will bloom the first year and about the same time as roots that have been planted two weeks earlier.

**DAHLIA GREEN PLANTS ARE READY FOR
SHIPMENT AFTER APRIL 15**

To our customers who visit the Gardens and take delivery on plants, we offer a collection rate on six plants or more, at a considerable saving. If you advise us of your selection, we will be glad to quote you prices.

OUTSTANDING

European Varieties

Free flowering and extra good for cutting, ranging in size from 4 to 8 inches in diameter. We can furnish plants of these varieties at 50c each or \$5.00 per dozen, except those marked *.

- ALPHENGLUHEN—Cac. Pink Miss Belgium.
 ANDRIES' PERFECTA—Cac. White.
 ANDRIES' SUPERBA—Cac. Brilliant red.
 ASTARTE—Dec. Bright red, with rigid stems.
 *BRONZE RAYONETTE—Cac. Old rose and bronze... \$.75
- DIAMONT—F.D. Bi-color. Scarlet tipped white.
 DULCINEA—S.C. Coral red.
 FLAMING TORCH—Cac. Brilliant orange red.
 GRETEL—Cac. Orange red.
 HILDE ENTRUP—Cac. Bright orange red.
 K. L. M.—Cac. Gold yellow "Miss Belgium."
 *MAD. C. JUSSIANT—Cac. Clear lilac lavender. The stems are strong and rigid. Extra..... \$1.00
- MISS BELGIUM—Cac. The best orange-tinted cut flower.
 MONS. PIERRE LUNDEN—S.C. Rose with gold toward center.
 MRS. F. E. BRADLEY—Cac. White. Very fine petals tightly curled.
 NAGEL'S BIYOU—Cac. Bright salmon rose.
 *NAGEL'S ORANGE—S.C. Color described as bright orange overlaid brick red..... \$.75
- NAPOLEON AERTS—S.C. Primrose yellow. Very fine petals.
 PINK SPIRAL—Cac. Soft rose pink.
 POLICHNELLE—Cac. French novelty with narrow petals. Color: soft mauve rose.
 TRIUMPH OF PARIS—Cac. Flame red with yellow tips. Extra good.
 TROPIC SUN—Cac. Salmon red with orange reverse.
 VLAMMENSPEL—S.C. Bright orange and red.
 VONDEL—S.C. Salmon with deep orange glow. Extra long, stiff stems. Very pleasing.
 *ZENITH—S.C. 1940 introduction. Deep magenta purple with silver reverse. The twist in the petals gives the effect of being tipped white. A Holland dahlia that made the American Honor Rolls this year..... \$1.00



KEY TO ABBREVIATIONS

F.D.—Formal Decorative	Cac.—Cactus
I.D.—Informal Decorative	Str. Cac.—Straight Cactus
—	S.C.—Semi-Cactus

General List

The following are listed under color classification for your convenience, and contains the finer varieties that have been in commerce three years or more.

Roots \$1.00 Plants 50c Each; \$5.00 per Dozen
Varieties marked *, Plants only.

WHITE

BALLEGO'S SURPRISE—Cactus to semi-cactus. Very fine.
WHITE WONDER—I.D. Large blooms with good stems;
Pure white.

YELLOW AND GOLD SHADES

CALIFORNIA IDOL—I.D. Clear lemon yellow. Large with good stems.
GOLDEN STANDARD—Cac. A warm buff color. Very pleasing.
H.R.S.—I.D. Beautiful golden yellow. Large and a good keeper.
JANE COWL—I.D. Color a blend of buff, rose, and gold. A favorite.
LADY MOYRA PONSONBY—I.D. Clear yellow on the best of stems.
PLUIE D'OR (Plume of Gold)—An exquisite gold cactus.
ROYAL PURCHASE—Inc. Cac. Primrose yellow with long slender petals.
*STRONGHEART—F.D. Amber gold. A formal decorative with good stems.

PINK AND ROSE SHADES

CAVALCADE—F.D. Deep rose. A general favorite in this color.
*FRANK SERPA—I.D. Pale pink shaded rose on long stems. Good.
H. C. ARRASON—F.D. True rose pink. Very fine.
JERSEY'S BEAUTY—F.D. The most popular pink variety for cutting.
MRS. IDA CHASE—Str. Cac. Peach pink and yellow. Very pleasing.
RUTH ELDER—I.D. Dark coral pink. Beautiful in the garden.
SONNY BOY—I.D. Old rose. Huge bloom.

AUTUMN SHADES

ACHIEVEMENT—Gold with bronze shadings. A beautiful dahlia.
AMELIA EARHART—S.C. Apricot buff with salmon shadings.
*ANGELO ROSSI—I.D. Orange buff. Good.
*CHAS. MASTICK. F.D. An excellent Formal in this coloring.
DAILY MAIL—I.D. Deep yellow shaded orange.
*ELISSA LANDI—I.D. Salmon and gold.

MILTON J. CROSS—I.D. Gold shaded orange. Huge flower.

WM. J. WYLIE—F.D. Yellow, buff, and pink shadings.

LAVENDER AND PURPLE SHADES

AZURA—I.D. Extra large bloom of a rosy lilac color.

*BETTE DAVIS—S.C. Deep lavender. Best of stems.

BLUE RIVER—F.D. Blue lavender or lilac. Distinctive for color.

DRESDEN—I.D. Exquisite flower of clear lavender. Fine.

HUNT'S VELVET WONDER—I.D. Cerise purple. Large with good depth.

MARIAN BROOMALL—S.C. Light lavender with white center.

PINK DAILY MAIL—I.D. Large flower. Orchid pink. Best of stems.

*PURPLE MIST—F.D. Dark violet carmine. Large flower. Good stems.

THOS. A. EDISON—F.D. Royal purple. Good stems and foliage.

RED SHADES

CORRALINA—S.C. Coral red. Good form and best of stems.

MALIBU SUNSET—I.D. Brightest scarlet. Most popular.

MARGRACE—I.D. Scarlet and gold. Good stems. Splendid.

MISS ENGLEWOOD—I.D. Oxblood red shaded buff on reverse.

MRS. GEO. LeBOUTILLIER—I.D. Carmine. Extra large flower.

NOCTURNO—Cac. A pleasing flower. Very dark red.

SATAN—S.C. Flaming red. Flowers are large; good form.

*SCARLET LEADER—Medium-sized bloom of bright scarlet. Good.

BI-COLORS

BALLEGO'S GLORY—F.D. Mahogany with gold tips. Good bloomer.

DEUIL DuROIL ALBERT—I.D. Red with white tips.

*HASLEROVA—I.D. to Formal. Light lavender flecked purple.

IRENE ANDERSON—I.D. Maroon with white tips. Extra good.

Ball Dahlias

	Roots	Plants
FIREFLY (Geneva—1939). Chinese red.....	\$2.50	\$1.00
JUNE SHORE—Gold buff.....	.50	.50
KENTUCKY SNOWBALL—White50	.50
LA LOLITA—Pink. Very fine.....	.50	.50
PATRICIA ARMSTRONG—Dark red.....	.50	.50
SHIRLEY TEMPLE—Clean yellow.....	.50	.50
SNOW QUEEN—White50	.50
SUPT. AMHERYN—Lavender.....		.50

Miniature Dahlias

	Roots Plants	
ALICE BAKER—F.D. Clear lemon yellow. The plants are always a mass of color.....	\$.50
ANDRIES' ORANGE—I.D. Bright orange blooms on the best of stems.....		.50
CHARDS' VANITY—F.D. Pink. Very fine.....		.50
CHARLIE McCARTHY (1940) — Dec. Purple, heavily marked with deeper color. Beautiful....	1.00	
CORONNE—F.D. Waxy white.....		.50
DAHLIADEL WHISPER—Orchid. Yellow, scarlet reverse50
DOROTHY BRANT MILLER—F.D. Shell pink.....		.25
ELIZABETH PAPE—S.C. Pink and white.....	\$.50	.25
ERNEST HEWITT—M.F.D. Rose pink.....		.25
FOREST FIRE, JR.—I.D. Yellow and cardinal red50
GRACE GULLIVER—S.C. Brightest pink.....	1.00	.50
HELLY BOUDEWIJN—F.D. Pure white. Extra good for cutting.....		.50
LITTLE DARLING—Cac. Rose pink with deep yellow center. A winner on the show table.....		.50
LITTLE DIAMOND—I.D. Deep rose with yellow center		1.00
LITTLE GLORY (1940) — Cac. Deep rose red. Good stems		1.00
LITTLE MISS MUFFET—M.I.D. True pink. Good	1.00	.50
LITTLE SNOW QUEEN—M.Cac. White.....		.50
LITTLE SUNBEAM—S.C. Deep yellow with salmon shadings50
LONE STAR—Orchid. Yellow, purple reverse.....	.50	.50
LOYALTY (1940)—S.C. Crimson red. Long, stiff stems		1.00
MARGARET LOU—F.D. Rose. Good bloomer....	1.00	.50
McKAY'S PURITY—F.D. White. Good.....	1.00	.50
MT. WHITNEY SUNSET—F.D. Gold and scarlet50	.25
ORCHID DELIGHT (1940) — Dec. Orchid. Very pleasing		1.00
PETITE PARISIENNE—M.I.D. Coral red.....	.50	.50
PURP—F.D. (1940 Ruschmohr) See 1940 Introductions.		
RALEIGH—I.D. Salmon rose.....	.50	.50
ROSEANN—M.D. Rosy pink. Outstanding.....		.50
ROYALETTA—F.D. Royal purple. Good stems....	1.50	.50
SNOW SPRITE—M.S.C. White.....	1.50	.50
SYMPHONIA—M.P. Bright scarlet; dark foliage. An improvement on Bishop of Landaff.....	.50	.50
TIP—Cac. Clear yellow. Good stems. A winner....		1.00
TWINKLE—Orchid, Tyrian rose, and white.....	.50	.50
UNION BEAUTY—Sing. Red striped white.....	1.00	.50

Pompon Varieties

The following Pompons are listed under a color classification:

WHITE

	Roots	Plants
BOB WHITE—Small	\$.25	
JOE FETTE—Pure white. Good stems.....	.25	

YELLOW AND ORANGE SHADES

DANDY—Orange25	
DONNY—Orange. Small; perfect form.....		\$.25
EDITH MUELLER—Yellow; orange tips.....	.25	
GRAIN O' GOLD—Clear yellow. Small.....		.50
HONEY—Gold; red tips.....	.25	
LEMON DROP—Gold yellow.....	.25	
LITTLE SUNSHINE—Gold. Small.....		.25
YELLOW GEM—Fine yellow.....	.25	

RED SHADES

ATOM—Orange red25	
ARTHUR KERLEY50
DORIA—Rich maroon. Small.....	.50	.50
JOHNNY PEPPIN25	
LITTLE DAVID—Scarlet25	
TOM THUMB—Garnet red. (Smallest of all).....	.25	

PINK AND ROSE SHADES

ANNA VON SCHWERIN—Pink; light eye.....	.25	
BETTY ANN—Orchid pink. Small.....	.50	.25
BONNY—Pink. Small with long stems.....	.25	
ELIZABETH ANN—Deep peach rose.....	.35	.25
MRS. V. BRITTAINE — (Australian). Pink. Good stems50
PINK LADY—Rose pink with dark eye. One of the best35	.25
ROSE GRAY—Rose overcast gray. Different.....	.50	

LAVENDER AND PURPLE SHADES

CIELITO—Clear lavender. Good.....	.35	.25
DEE DEE—Lilac lavender. Small.....	.25	
LIBBY ROHR—Cerise purple.....	.25	
MARY MUNNS—Dark lavender.....	.25	
MINNIE MELLS—Orchid with dark eye.....	.35	
MORNING MIST—White tipped lavender.....	.50	.25
TAKA'S PURPLE—Carmine purple.....	.25	
HELEN ANITA—Lavender; white eye.....	.25	
MINNIE MOUSE—Purple, white tips.....	.25	
SHERRY—Petunia purple50	.25

“CALIFORNIA’S FINEST DAHLIA SEED”

This seed is gathered only from the large exhibition-type dahlias. No others are permitted to bloom during seed time. We believe there is no finer seed produced, and the many letters we have from our customers who order each year confirms this statement.

Dahlias grow readily from seed but do not reproduce the variety from which the seed was gathered. It is not easy to originate and establish a new variety, but IT IS a thrill to grow your dahlias this way, and always with the hope of success. The plants will bloom the first season and will produce a clump of roots for the next year’s planting.



Mr. ——— (name furnished on request) of Pennsylvania raised this dahlia in 1939 from 100 MIXED seed purchased of The Stephenson Dahlia Gardens.

Color—Rose to Orchid Pink. Diameter, 13½ inches.



SEED PRICES

20 seed, \$1.00 100 seed, \$5.00 1000 seed, \$40.00

To those who can take delivery of plants at the Garden, we grow seedlings and have them ready to set out about May 15. These are grown from our “California’s Finest Dahlia Seed”—the kind we plant ourselves.

Price \$1.25 per dozen